



125 West 55th St
New York, NY 10019

Contract # 25323506	Changes as of: 10/10/2016 at 2:18 PM	Version: Highlighting Revision 1	
CPE: //1398	Flight: 10/4/16 - 11/8/16	Station: WAVY	Total \$: \$212,930.00
Agency: INNOVATIVE ADVERTISING 4250 HIGHWAY 22 Suite 7 Mandeville, LA 70471	Advertiser: COOK, BILL	Market: Norfolk-Virginia Beach	Total Spots: 413
	Product: COOK/SEN/R	Office: WASHINGTON	Total CPP: \$0.00
	Agency Order #:	Primary Demo: Adults 35+	Total GRP:
	Buyer: HEIDI GUERRA	Con Type: POLITICAL/VOTE	
	Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880	Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/4 - 10/16													
							10/4	10/5	10/6	10/7	10/8	10/9	10/10	10/11	10/12	10/13	10/14	10/15	10/16	
REV- 28	Sa-Su 2p-6p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	2 1/2	0	0	0	0	0	0	2	0	
REV+ 32	Su 12n-4p		NASCAR Sprint Cup	\$800.00	0.0	30	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	
TOTALS:							15	15	15	14	2	7	16	15	14	14	13	4	7	



125 West 55th St
New York, NY 10019

Contract # 25323506	Changes as of: 10/10/2016 at 2:18 PM	Version: Highlighting Revision 1	
CPE: //1398	Flight: 10/4/16 - 11/8/16	Station: WAVY	Total \$: \$212,930.00
Agency: INNOVATIVE ADVERTISING 4250 HIGHWAY 22 Suite 7 Mandeville, LA 70471	Advertiser: COOK, BILL	Market: Norfolk-Virginia Beach	Total Spots: 413
	Product: COOK/SEN/R	Office: WASHINGTON	Total CPP: \$0.00
	Agency Order #:	Primary Demo: Adults 35+	Total GRP:
	Buyer: HEIDI GUERRA	Con Type: POLITICAL/VOTE	
	Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880	Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 10/29													
							10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	
REV- 28	Sa-Su 2p-6p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	0	2	0	0	0	0	0	0	2	
REV+ 32	Su 12n-4p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTALS:							14	15	14	14	12	4	7	14	15	14	14	13	4	



125 West 55th St
New York, NY 10019

Contract # 25323506	Changes as of: 10/10/2016 at 2:18 PM	Version: Highlighting Revision 1
CPE: //1398	Flight: 10/4/16 - 11/8/16	Station: WAVY
Agency: INNOVATIVE ADVERTISING 4250 HIGHWAY 22 Suite 7 Mandeville, LA 70471	Advertiser: COOK, BILL	Market: Norfolk-Virginia Beach
Product: COOK/SEN/R	Office: WASHINGTON	Total \$: \$212,930.00
Agency Order #:	Primary Demo: Adults 35+	Total Spots: 413
Buyer: HEIDI GUERRA	Con Type: POLITICAL/VOTE	Total CPP: \$0.00
Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880	Total GRP:
		Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30 - 11/8										Total Spots	Total \$	CPP	GRP
							10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8				
REV- 28	Sa-Su 2p-6p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	0	0	2	0	0	0	8	\$6,400.00	\$0.00	0.0
REV+ 32	Su 12n-4p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	2	\$1,600.00	\$0.00	0.0
TOTALS:							5	14	14	15	14	12	4	7	17	6	413	\$212,930.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 25323506	Changes as of: 10/10/2016 at 2:18 PM	Version: Highlighting Revision 1
CPE: //1398	Flight: 10/4/16 - 11/8/16	Station: WAVY
Agency: INNOVATIVE ADVERTISING 4250 HIGHWAY 22 Suite 7 Mandeville, LA 70471	Advertiser: COOK, BILL	Market: Norfolk-Virginia Beach
Product: COOK/SEN/R	Office: WASHINGTON	Total Spots: 413
Agency Order #:	Primary Demo: Adults 35+	Total CPP: \$0.00
Buyer: HEIDI GUERRA	Con Type: POLITICAL/VOTE	Total GRP:
Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880	Separation:

Special Instructions	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
10/10/16 9:30 AM	Nikia Worsham	LINE 28: DT HURRICANE MATTHEW...NASCAR WAS MOVED TO SUN 10/9 AND RAN FROM 12-4P. PLS REVISE PLS ADVISE.THX NIKIA
10/03/16 2:10 PM	Nikia Worsham	pls advise line 16- that was sent via email. line 22: 11/2 is wed, pls move to 11/1. spot has been input as such. line 28: 10/8 tp is 7-11p line 28: 10/15 tp is 330-6p line 28: 11/5 tp is 330-6p line 28:10/22 & 10/29 we are not airing nascar.

Competitive Information	
Market Budget:	\$212,930
WAVY Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	413	\$212,930.00	N/A	0.0
Total	100%	413	\$212,930.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	310	\$160,460.00
2016-Nov	103	\$52,470.00
Total	413	\$212,930.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/10/16 2:18 PM	LAILA DAFTARI	Revised			\$0	\$0	Changes: 2 buylines added or modified.
Makegood 2	10/10/16 9:30 AM	Nikia Worsham	Confirmed			\$0	\$0	
Makegood 1	10/3/16 2:10 PM	Nikia Worsham	Confirmed			\$0	\$0	
Queued for Electronic Contracting	10/3/16 12:01 PM					\$0	\$0	
New	10/3/16 11:59 AM	BILL THOMAS	Confirmed	413		\$212,930.00	\$212,930.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
----------------------------------	---